

Surbhi Kataria

UI/UX Designer and Graphic Designer

✉ surbhi.katarianift@gmail.com

☎ +1 604 773 8962

🌐 surbhikataria.com

📌 in/surbhikataria

ABOUT ME

Fueled by a profound passion for design and strategic vision, I am a seasoned UI/UX Designer with a proven track record in crafting intuitive, user-centered experiences. With expertise spanning analytical, strategic, and experiential design across various industries, I bring a multicultural perspective and innovative approach to every project. My commitment to research-driven solutions, coupled with a process-oriented methodology, ensures the seamless integration of aesthetics and functionality, resulting in compelling user experiences and impactfull brand narratives.

EXPERIENCE - 6+ Year

- Senior Visual Communication Designer

Honasa Pvt. Ltd. (Mamaearth)
Oct 2021 - Present
- Design and Brand Manager

Vanity Wagon
June 2021 - Oct 2021
- Senior Creative Visualizer

Vajor
Dec 2019 - June 2021
- Graphic Designer

Heads Up For Tails
June 2018 - Dec 2019
- Art Direction and Graphic Design

Ogilvy & Mather / Delhi, India
June 2018 - Dec 2019
Graduation Project
- Graphic and Visual Merchandiser

Reliance Group: Genesis Luxury Pvt. Ltd.
Delhi / Internship
- Pan India Visual Merchandiser Intern

Adidas Group
Delhi, India
- Honasa Consumer Pvt. Ltd. (HCPL), operating under the brand Mamaearth, is a digital-first house of brands revolutionizing the beauty and personal care industry for millennials. Responsible for creating and strategizing social media content, directing shoots and content creation, and designing website collateral.
- Vanity Wagon is India’s pioneering Clean Beauty Marketplace dedicated to offering Natural & Organic alternatives. Oversaw design and branding initiatives to fulfill the company's vision.
- Vajor is a fashion and lifestyle brand known for its organic, rooted, and modern bohemian identity. Led the design of marketing content and executed social media strategies resulting in significant growth in online sales and engagement.
- Heads Up For Tails is a premier pet products retailer. Spearheaded packaging design, visual merchandising, and marketing collateral creation, including the launch of exclusive designer collections.
- Assisted in digital content creation for renowned brands such as BMW, Water Aid, and Vodafone during the graduation project at Ogilvy & Mather.
- Supported visual merchandising efforts for luxury fashion brands, ensuring stores adhered to brand guidelines and provided an upscale customer experience using the designed collaterals.
- Contributed to visual merchandising activities for Adidas Original PAN India, ensuring brand consistency and standards across stores and trade shows.

EDUCATION

POST-DEGREE DIPLOMA FOR WEB AND MOBILE APP DESIGN AND DEVELOPMENT

Langara College, Vancouver Canada (2022 - 2023)

BACHELOR IN COMMUNICATION DESIGN

National Institute of Fashion Technology, India (2014 - 2018)

SKILLS

- User Experience Design

● User Interface Design

● Interaction Design

● Information Architecture

● Usability Testing

● Personas

● User Interviews

● User Stories
- User Flow

● Stoyboarding

● Wireframing

● Prototyping

● Design Specs Handoff

● Conformance Review

● HTML, CSS

● WordPress
- Figma

● Sketch

● Adobe Creative Suite

● InVision

● Marvel App

● Zeplin

● Packaging Design

● SketchUp
- Art Direction

● Photography

● Branding

● Social Media Marketing

● Visual Merchandising

● Client Support